

Authentic Leadership

The term 'Authentic Leadership' was first used as a term by Bill George in his book, *Authentic Leadership*.

Authenticity means being a true to character, true to oneself and not living through a false image or false emotions that hide the real you.

Authentic leaders know and live their values and they win people's trust by being who they are, not pretending to be someone else or living up to others' expectations. The notion of being genuine equates to being honest and truthful and being straight and direct. Avoiding the use of 'spin' and PR and meaningless or hiding behind vague words and hollow promises. According to Bill George, the key to becoming an authentic leader is "to learn how to lead yourself...it's not about competence and skills" So, paying attention to one's character development, inner leadership or self-mastery-whatever you want to call it-is crucial to becoming an authentic leader.

Four Elements of Authentic Leadership

Other authors have built on George's ideas. Nick Craig, co-author with Bill George of the book, *Defining Your True North*, lists four elements of authentic leadership:

1. Being true to yourself in the way you work -no facade
2. Being motivated by a larger purpose (not just your ego)
3. Being prepared to make decisions that feel right, that fit your values-not decisions that are merely politically astute or designed to make you popular
4. Concentrating on achieving long-term sustainable results.

Authentic leadership is also beginning to gain a spiritual connotation, which you can see in this quote by the author Sarah Ban Breathnach: "The authentic self is the soul made visible." Nonetheless, despite the expansion of interpretation, this philosophy has gained ground in the 21st-century and the trend is likely to persist.

Ethical Leadership

This leadership philosophy, to many, is seen to equate to moral leadership or leading with a sense of great fairness.

To others, it provides a basis for more detailed explanation and application, frequently connected to principles of:

- Social responsibility
- Corporate Social Responsibility (CSR)
- Sustainability
- Equality
- 'Fairtrade'
- Environmental care
- Humanitarianism